

# Outreach & Enrollment Update

Patient-Centered Health Advisory Council | May 20, 2016



# Current Enrollment Numbers

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8,968

Polk County

55,089

Iowa

12.7M

National

# More People Enrolled and More Communities Engaged

About 12.7 Million Americans Enrolled Through the Marketplaces in the Third Open Enrollment Period (OE3)



And over 14 million more Americans covered by Medicaid and the Children's Health Insurance Program from 10.01.13 to 11.30.15.  
(For all 50 states and the District of Columbia)

## 4 Million New Enrollees



HealthCare.gov enrollment (OE3)

Source: ASPE (2014 – 2016), HHS (2015 – 2016), CMS (2014 – 2015)

## Americans Actively Renewing Increased

77%



HealthCare.gov enrollment (OE2 and OE3)



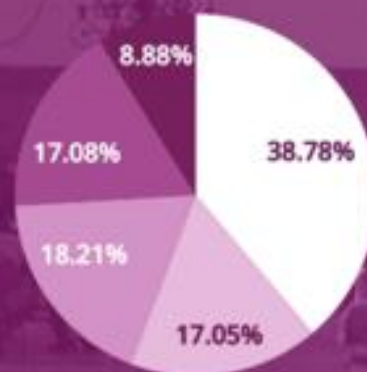
# Connecting More Consumers to Free Local Help

## People Want In-Person Help

More than 7 in 10 wanted in-person help heading into OE3



## Traffic by Age to the Get Covered Connector Shows Young Adults Are Seeking In-Person Help

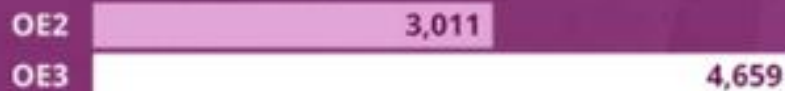


### Age Ranges

18 - 34 35 - 44 45 - 54 55 - 64 65+

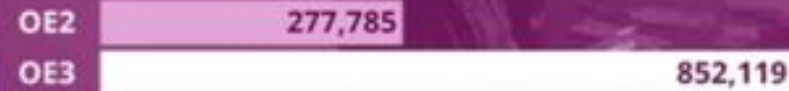
## Get Covered Connector Locations Offering Appointments Increased

55%



## Get Covered Connector Appointments Available in Spanish Increased

207%



Source: Google Analytics (11.1.15 - 1.31.15), PerryUndem Research (2015), Enroll America Field Program (2013 - 2015)

# Iowa Enrollment Landscape: Enrollment by the Numbers

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- 55,089 enrollments
- Average monthly APTC of \$303
- Average monthly premiums \$122
- 41% *NEW* enrollees
- 13,756 eligible for Medicaid/CHIP



<https://aspe.hhs.gov/basic-report/plan-selections-zip-code-and-county-health-insurance-marketplace-march-2016>

<https://aspe.hhs.gov/sites/default/files/pdf/188026/MarketPlaceAddendumFinal2016.pdf>

# Iowa Enrollment Landscape: Enrollment by the Numbers

Of the 55,089 enrollees:

- 32,738 consumers re-enrolled into QHPs
- 31% switched plans
- 70% consumers selected Silver level plans
- 85% received financial assistance
- 51% received CSR



# Iowa Enrollment Landscape: Enrollment by the Numbers

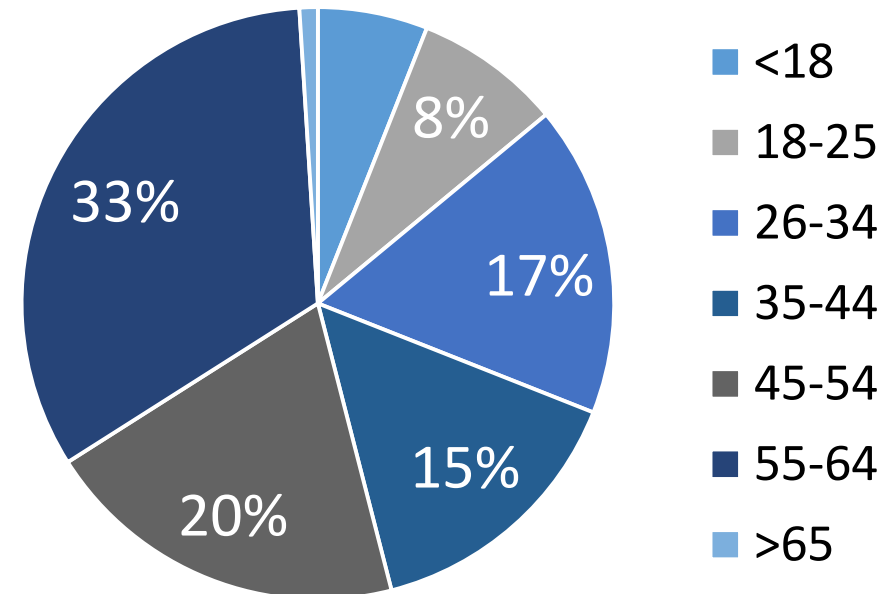
FPL Breakdown	
<100%	2%
100-150%	16%
150-200%	34%
200-250%	21%
250-300%	12%
300-400%	12%
>400%	2%

\*of 51,135 consumers who reported income

# Iowa Enrollment Landscape: Enrollment by the Numbers

- 26% of enrollees were young adults (age 18-34)
  - 24% women (age 18-34) enrolled
  - 28% men (age 18-34) enrolled
- Largest enrollment group were pre-retirees (age 55-64)
- Gender Makeup (overall)
  - 53% Female
  - 47% Male

Enrollment by Age

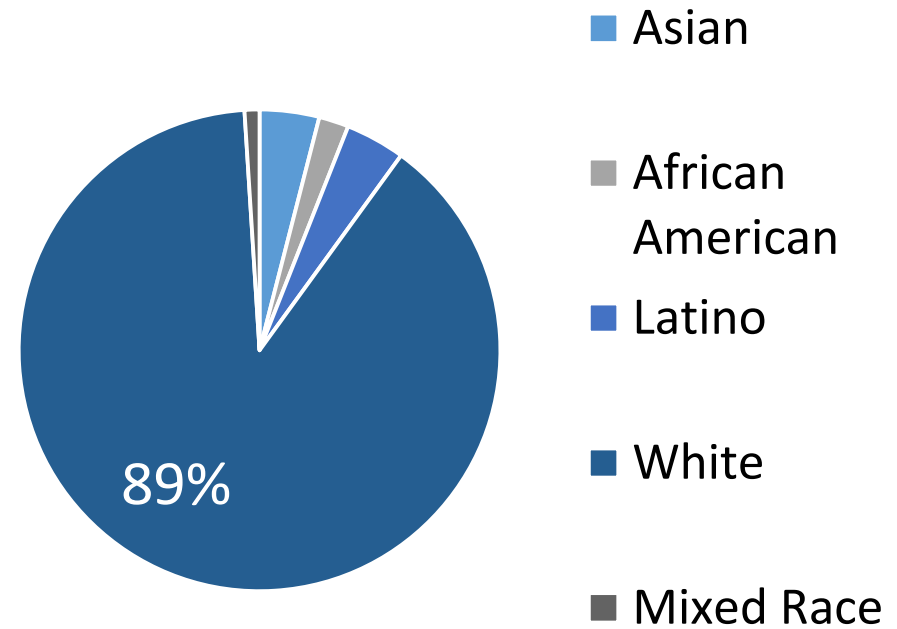




# Iowa Enrollment Landscape: Enrollment by the Numbers

- 38,121 Iowans reported race/ethnicity on their application
  - Vast majority of enrollees were white
  - 4% Latino
  - 4% Asian
  - 2% African American
  - 1% Mixed Race
- RURAL vs URBAN
  - 55% urban residents (78% national)
  - 45% rural residents (22% national)

Enrollment by Race and Ethnicity



# Outreach, Enrollment, and Communication Plans in Iowa

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During Open Enrollment Period 4, CMS will focus on:

- Reaching target groups
- Coordinating with special interest groups:
  - Faith Based Organizations
  - Civil Rights Groups



# Outreach, Enrollment, and Communication Plans in Iowa

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## Enroll Iowa

- Statewide coalition of Certified Application Counselors, Navigators, and other assisters
- Promotes awareness about coverage options and in-person assistance
- Volunteers are welcome! Contact the Iowa PCA if you are interested in joining.

# UnitedHealthcare Operations Update

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- United Healthcare will not provide plans on the Marketplace in 2017
- Enrollees will remain covered through 2016
- Consumers will receive notice to switch plans for 2017
- CMS Outreach:
  - News Interviews
  - Phone Banks
  - Grass Roots Education
- Wellmark is expected to join for OE4



# Key Takeaways from OE3

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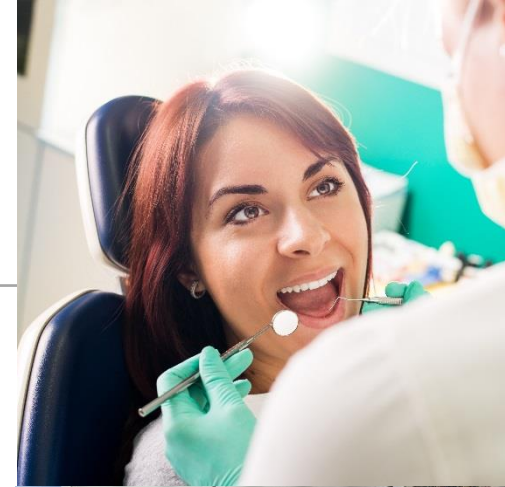
When asked what were the “MOST significant challenges” members encountered in their enrollment efforts, the most common responses were:

- Issues related to the Medicaid gap
- Misconceptions about the ACA
- Federal call center issues
- Applicant lack of knowledge about the health insurance

# Key Takeaways from OE3

When asked what they did not have in the previous enrollment period that would have been most helpful, respondents identified:

- Better call center experience
- Better information on the plans offered
- More resources for advertising and marketing
- Better media coverage of the Marketplace



# Key Takeaways from OE3

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When asked which topics for future enrollment trainings they would like to see implemented, members most frequently requested:

- Specific details of health insurance plans
- Tax issues
- Medicaid application process

# Contact Us

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